

FILE

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

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1963

JANUARY	FEBRUARY	MARCH	APRIL
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SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 11, 1963</u>			
Oct. 10	OHRBACH'S RELEASE DATE--Fall and Winter fur fashions. (No Press Show)		
Thursday	PRESS PREVIEW: "TEN	THE GORHAM COMPANY	HOTEL PLAZA
Oct. 10	BEST DRESSED TABLES"		WHITE & GOLD SUITE
10:00 A.M.-	The Gorham Company, in cooperation with Table Fashion Institute, will		
12:00 Noon	present table settings by regional winners from Birmingham, Pasadena,		
Brunch	Cleveland, Washington, Boston, San Antonio, New York, New Orleans. Editors		
	will vote on "Best Dressed Table," and winner will receive \$1,000 prize.		
	By invitation. Publicity: Ted Materna Assoc., 75 East 55th St., PL.3-3240.		
Thursday	FALL AND WINTER	MEMI TUTHILL	HOTEL PLAZA
Oct. 10	FASHIONS AT LUNCHEON	(41 EAST 60TH STREET)	TERRACE ROOM
12:30 P.M.	Luncheon fashion presentation. Press by invitation. Public by reser-		
Luncheon	vation; contact: "Banquet Dept.," PL.9-3000. Publicity and Coordinator:		
	Mary Alice Rice, PL. 2-5726.		
Thursday	FALL FASHIONS BY	BONWIT TELLER	6TH FLOOR
Oct. 10	NORMAN NORELL		DESIGNERS' SALON
5:00 P.M.	Special invitational showing of Fall and Winter fashions by Norman Norell.		
	Attendance by invitation. Publicity: Rea Lubar, EL. 5-6800.		
Beginning	HOLIDAY-RESORT "STORM	MARCH & MENDL, INC.	512 SEVENTH AVENUE
Thursday	PLAY" FASHIONS		SHOWROOM - 21ST FLOOR
Oct. 10	Premiere showing of "Storm Play" fashions, designed by Will Rowe. By		
	appointment. Contact: Wendy Kassel, LA. 4-7942.		
Beginning	AT-HOME FASHIONS	ELLEN LOCKWOOD	1410 BROADWAY
Thursday	AND ACCESSORIES		SHOWROOM - 19TH FLOOR
Oct. 10	At-home fashions in mohair fabrics from South America; also velveteen		
	separates and accessories. Contact: WI. 7-6122.		
Oct. 11	MACY'S RELEASE DATE--At-Home fashions. (No Press Show)		
Friday	PREVIEW: HOLIDAY-INTO-	LESTER WICKS, INC.	113 EAST 62ND STREET
Oct. 11	RESORT COLLECTION		SALON
11:00 A.M.	Preview of evening gowns, dresses, and cocktail accessories. By invitation		
	Thereafter by appointment. Contact: TE. 8-3870.		
Friday	ANNUAL AWARD	N.Y. FASHION DESIGNERS,	HOTEL PLAZA
Oct. 11	DINNER DANCE	INC.(1457 BROADWAY)	BALLROOM
7:00 P.M.	"October in New York"--award dinner this year will honor Mrs. Diana		
Dinner	Vreeland, Editor-in-Chief, "Vogue"; and the 1963 Textile Award will be		
	received by Mr. William G. Lord for Burlington Industries, Inc. Honorary		
	Chmn.: Laura Johnson, Mildred Morton, Charles Revson. Reservations:		
	Frances Duehren, WI. 7-0324.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 14, 1963</u>			
Monday Oct. 14 8:00 P.M.	OPENING NIGHT OF OPERA SEASON The seventy-ninth season with a new production of Verdi's "Aida." Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE B'WAY & 39TH STREET
Beginning Monday Oct. 14	OPENING: RESORT AND SPRING COLLECTION Debut of new junior swimsuits. Also, Spring collection of junior dresses, color-coordinated sportswear, cotton knits, and suits. Continuous showings. Publicity: Claire Affens, PE. 6-2392.	BOBBIE BROOKS, INC.	1407 BROADWAY SHOWROOM - 3902
Monday Oct. 14- Oct. 19	NEW YORK ANTIQUES FAIR Forty-second semi-annual Antiques Fair, with 135 exhibitors from 13 states and England displaying for sale American, European, and Oriental furnishings and collectors' items. Hours: 1:00 P.M.-11:00 P.M.; Sat., 1:00 P.M.-6:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Beginning Monday Oct. 14	OPENING: SPRING JUNIOR COLLECTION Continuous daily showings of Gay Gibson's Spring junior collection. Contact: LO. 5-4212.	GAY GIBSON, INC.	1407 BROADWAY SHOWROOM - 3905
Beginning Monday Oct. 14	OPENING: RESORT-EARLY SPRING COLLECTION Continuous informal showings of 1964 Resort and Spring sportswear, designed by Leo Narducci. Publicity: Marilyn Mazza, LW. 4-2770.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday Oct. 15 8:45 A.M. Breakfast	PREVIEW OF SWIMWEAR '64 Preview of "The Wildcat"--Maidenform's 1964 swimwear collection for press and buyers. Show at 9:30. Admission by ticket only. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.	MAIDENFORM	EL MOROCCO 305 EAST 54TH STREET
Tuesday Oct. 15 9:30 A.M. Coffee	PREVIEW: SPRING SPORTSWEAR COLLECTION Preview of sportswear and dresses for Spring. By invitation. Contact: Miss Gerry McEvoy, LO. 5-2442.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - 4TH FLOOR
Tuesday Oct. 15 12:00 Noon	PRESS PREVIEW: HATS BY JEAN BARTHET Jean Barthe of Paris will be here with his new collection, designed exclusively for Bergdorf Goodman's made-to-order millinery salon. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Tuesday Oct. 15 1:00 P.M. Luncheon	LUNCHEON: "WORLD OF 'ORT' FASHIONS" Premiere of original fashions which were designed and made by young "ORT" (Organization for Rehabilitation Through Training) students in France, Israel, Iran, Morocco, and Tunisia. The collection will be sent on tour for presentation by Women's American ORT chapters throughout U.S. By invitation. (<u>Release date, Thurs., Oct. 17.</u>) Publicity: Chayym Zeldis, OR. 4-5750.	WOMEN'S AMERICAN "ORT"	NEW YORK HILTON GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 15 6:30 P.M.- 9:00 P.M.	FIFTH SESSION OF FASHION CAREER COURSE Subject: "Fashion Coordination." Speakers: Virginia Harris--Filene's; Rita Perna--Montgomery Ward; Gloria Geis--Kirby, Block. Individual session: \$2.75 each. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER(345 E.47TH ST.)
Beginning Tuesday Oct. 15	OPENING: RESORT SPORTSWEAR COLLECTION Robert Sloan will present his 1964 Resort collection of sportswear, dresses, and playclothes, designed by Sylvia de Gay. By reservation. (Note Change of Date.) Continuous thereafter. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 16 9:30 A.M. Coffee	PRESS PREVIEW OF SKI FASHIONS Bonwit Teller will preview new ski fashions. By invitation. (For Release, Fri., Oct. 18.) Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	5TH FLOOR
Wednesday Oct. 16 12:30 P.M. Luncheon	PRESS PREVIEW: FALL FERRAGAMO SHOES Saks Fifth Avenue will present the Ferragamo shoe collection and introduce Miss Fiamma Ferragamo. By invitation. (For Release, Fri., Oct. 18.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Thursday Oct. 17 12:30 P.M. Luncheon	COCKTAIL AND EVENING FASHIONS AT LUNCHEON Showing of Malcolm Starr's Fall and Winter collection, available at Lord and Taylor. Press by invitation. Public by reservation; contact: "Banquet" Dept., PL. 9-3000. Fashion Show Dir.: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Oct. 18	SAKS FIFTH AVENUE RELEASE DATE--Ferragamo shoes.(Preview, Oct.16, See Above)		
Oct. 18	BONWIT TELLER RELEASE DATE--Ski Fashions.(Preview, Oct. 16--See Above)		
Friday Oct. 18 12:00 Noon Luncheon	SPORTSWEAR MEETING: RESORT AND SPRING Showing of sportswear. Commentators: Nonnie Moore, "Mademoiselle"; Barbara Slifka, "Harper's Bazaar." Co-chmn.: Virginia Booth, Lord & Taylor, and Nonnie Moore. Prices: \$10.00, members; \$15.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON BALLROOM
Friday Oct. 18 3:30 P.M.	PRESS PREVIEW: NEW SKI SHOP Opening of new ski shop--fashions and equipment for the entire family. (For Release, Mon., Oct. 21.) For the press, by invitation. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	MEN'S MEZZANINE SKI SHOP
Oct. 21	ABRAHAM & STRAUS RELEASE DATE--New Ski Shop(Preview, Oct. 18, See Above)		
Monday Oct. 21 12:30 P.M. Luncheon	PRESS PREVIEW: NEW PEARL SALON Saks Fifth Avenue will present the collection of cultured pearls from their new Pearl Salon. By invitation. (Note Change of Date.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE

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Monday Oct. 21 5:00 P.M. Cocktails	AT-HOME FASHIONS BY IRENE GALITZINE Press preview of Bendel's at-home fashions, designed by Irene Galitzine of Italy, who will be present at the show. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HENRI BENDEL	REGENCY HOTEL PARK AVE. & 62ND STREET
Tuesday Oct. 22 10:30 A.M.	PREVIEW: SPRING SUIT COLLECTION Showings also Oct. 29, Nov. 5, 12, 19 at 10:30. By reservation. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 22 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview for the press of Spring and Summer sportswear collection. By invitation only. Contact: Joan Van Hoyer, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Oct. 23	GIMBEL RELEASE DATE--Ski Fashions for the entire family. (No Press Show)		
Wednesday Oct. 23 12:30 P.M. Luncheon	FIRST FASHION SHOW AT WORLD'S FAIR The Women's Committee of the Greater New York Councils, Boy Scouts of America, will present a showing of Holiday fashions by Harvey Berin. Furs--B. Weinstein. Jewelry--Marvella. Reservations--\$15.00; contact: Joe Klein, 25 West 43rd Street. Commentator and Publicity: Lynne Lyons Blum, 36 Sutton Place, So., PL. 5-1450.	BOY SCOUTS OF AMERICA- GREATER N.Y. COUNCILS	"TOP OF THE FAIR" WORLD'S FAIR GROUNDS
Thursday Oct. 23; Oct. 24	SHOWING: RESORT- SPRING FASHIONS Fontana's Resort-Spring import fashions at 10:00, 12:00 Noon, 2:30 and 4:00, on Oct. 23 and 24. By reservation. Contact: Joan Franges, PL. 3-7244.	FONTANA OF ROME	HOTEL PLAZA SUITE 336
Thursday Oct. 24 9:30 A.M. Coffee	PREVIEW OF CHILDREN'S IMPORT FASHIONS Ohrbach's press preview of children's Fall and Winter young import collection. By invitation. (For Release, Fri., Oct. 25.) Publicity: Mark Klauser, OX. 5-4400.	OHRBACH'S	6TH FLOOR YOUNG IMPORT SHOP
Thursday Oct. 24 2:30 P.M.	PREVIEW: RESORT AND SPRING COLLECTION Resort-Spring suit collection, designed by Stefan. Contact: Isabelle Crawford, LW. 4-9000.	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday Oct. 25 8:00 P.M.	TWELFTH ANNUAL "APRIL IN PARIS" BALL "La Femme" is the theme of this year's "April in Paris" Ball, which will be filmed to appear on NBC television, Sunday, Oct. 27, from 10:00 to 11:00 P.M. Fashions by Mme. Gres. Chief beneficiaries: French Hospital in N.Y. and American French Foundation Charities. Reservations: \$150.00. Contact: Miss Jeremyn Davern, LT. 1-1000, Ext. 257.	AMERICAN FRENCH FOUNDATION (1540 B'WAY)	AMERICANA HOTEL IMPERIAL BALLROOM
Monday Oct. 28 10:30 A.M.; 11:00 A.M.	OPENING OF SPRING COLLECTIONS Showings--Leonard Arkin at 10:30; Arkin Knits at 11:00--Oct. 28, 30, Nov. 4, 6. Contact: Miss Brigitte, WI. 7-5324.	LEONARD ARKIN; ARKIN KNITS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

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Monday Oct. 28 11:30 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Arthur Jablow's Spring coats, suits, ensembles, designed by David Kidd, at 11:30, Oct. 28, Nov. 5, 7, 13. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 28 12:00 Noon	PREVIEW OF SPRING COLLECTION Showings at 12:00 Noon, Oct. 28, 31, Nov. 4, 6, 7, 12. By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Oct. 28 1:00 P.M.	OPENING OF SPRING COLLECTION Showings at 1:00, Oct. 28, 29, 30, Nov. 4, 5, 6. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Oct. 28 4:00 P.M.	PREVIEW OF SPRING COLLECTION Also, Oct. 30, Nov. 4, 6 at 4:00. By invitation. Contact: Eli Lehrman, LO. 4-0616. Publicity: Eleanor Lambert, MU. 8-2130.	SCAASI BOUTIQUE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Oct. 28 5:45 P.M. Cocktails	PREVIEW: CALIFORNIA SPRING COLLECTION Preview of Helga's Spring collection. By invitation. Thereafter, by appointment, in private suite for three weeks. Contact: Walter Oppen- heimer, CI. 7-2200; MADison 7-0806 (L.A.).	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM BALLROOM
Beginning Monday Oct. 28	OPENING OF SPRING COLLECTION Continuous daily showings of Spring dresses and costumes, including floor- length, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES-FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Oct. 28- Nov. 15	SHOWING: RESORT AND SPRING COLLECTION Catherine Scott's Resort-Spring collection beginning Oct. 28 to Nov. 15. By appointment. Contact: Marjorie Lefcourt, MU. 8-3047.	CATHERINE SCOTT OF CHICAGO	HOTEL GOTHAM SUITE 1009
Monday Oct. 28- Nov. 15 9:00 A.M.- 5:00 P.M.	SPRING FASHIONS FROM FEBRUARY ISSUE, 1964 Fashions, accessories, and promotion plans from Seventeen's February issue. For store and buying executives only. By appointment. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	320 PARK AVENUE SHOWROOM - 8TH FLOOR
Tuesday Oct. 29 10:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Special preview for press and resident buyers. By invitation. Showings at 10:00, Nov. 5, 6, 7, 12, 13, 14. Thereafter by appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday Oct. 29 10:30 A.M.	OPENING OF SPRING COLLECTION Showings Oct. 29, 30, 31 at 10:30. By appointment. Contact: LA. 4-7540.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 29 10:30 A.M.	OPENING OF SPRING COLLECTION Also, Oct. 30, Nov. 1, 5, 6, 7, 13 at 10:30. By reservation. Contact: Sam Cohen, LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 29 11:00 A.M.; 11:30 A.M.	OPENING OF SPRING COLLECTIONS Showings--Andrea A. at 11:00; Andrew Arkin at 11:30--Oct. 29, 31, Nov. 5, 7 Contact: Miss Brigitte, WI. 7-5324.	ANDREA A.; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 29 11:00 A.M.	SPRING AND RESORT COLLECTION Showings: Oct. 29, 31, Nov. 4, 6 at 11:00 A.M. By appointment. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Oct. 29 11:30 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring coats and suits. By invitation. Thereafter, Oct. 31, Nov. 4, 6, 12 at 11:30. Contact: IA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Oct. 29 1:00 P.M.	OPENING OF SPRING COLLECTION Hannah Troy's Spring collection on Oct. 29, 30, Nov. 5, 6, 12, 13 at 1:00 P.M. By appointment. Contact: Lee Lerner, IO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 29 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION Resort and Spring junior collection, daily except Mondays and Fridays at 1:00 P.M. Contact: IA. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner's Spring collection, designed by Bill Blass. Showings at 2:30, Oct. 29, 30, 31, Nov. 5, 7, 12, 14. <u>Press showing, Monday, Nov. 4 at 3:00 P.M. By reservation. Contact: Eleanor Stoner, IA. 4-6968.</u>	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION Showings at 2:30, Oct. 29, 30, 31, Nov. 5, 6, 7, 13. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION Spring collection, designed by Philippe Tournaye. (Note Change of Date.) Showings at 2:30, Oct. 29, 30, Nov. 5, 6, 7. <u>Press Showing, Friday, Nov. 1 at 11:00 A.M. By reservation. Contact: Murray Solomon, IO. 4-3600.</u>	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 29 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Thereafter at 10:30 A.M., Oct. 31, Nov. 4, 6, 8, 12, 14. Showings by reservation. Contact: Mabel Glemby, IA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Tuesday Oct. 29	OPENING OF SPRING COLLECTION Harvey Furst will present cocktail dresses, long formals, and reception ensembles, designed by Donn Auten. Continuous showings. Contact: Blossom Furst, WI. 7-5370.	HARVEY FURST, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Oct. 29	OPENING OF RESORT COLLECTION Couture daytime and evening fashions, designed by Angela. By appointment. Contact: Bruno Landi, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR

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Wednesday Oct. 30 1:00 P.M.	OPENING OF SPRING COLLECTION Also, Oct. 31, Nov. 1, 4, 5, 6, 7, 11, 12, 13, 14 at 1:00 P.M. By reservation. Contact: Lynne Lyons Blum, PL. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 30 2:15 P.M.	OPENING OF SPRING COLLECTION Paul Parnes' Spring collection, designed by Karen Stark and Fernando Bosc. Also, Nov. 4, 6, 12 at 2:15. By appointment. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Oct. 30 4:00 P.M.	OPENING OF SPRING COLLECTION Mademoiselle Ricci's Spring collection, designed in Paris by Jules Francois Crahay for Nina Ricci. Also, Nov. 6 at 4:00. By invitation. Contact: Marta Schreiber, OX. 5-4760.	MADEMOISELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Oct. 30	MACY RELEASE DATE--Horse Show Fashions. (No Press Preview)		
Thursday Oct. 31 10:30 A.M.	OPENING OF SPRING COLLECTION Showings at 10:30, Oct. 31, Nov. 5, 6, 7. By appointment. Contact: Myra de Francesca or David Taxier, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Oct. 31 11:30 A.M.	OPENING OF SPRING COLLECTION Showings: Oct. 31, Nov. 5 (Press), 6, 7, at 11:30 A.M. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Oct. 31 12:00 Noon Luncheon	OPENING OF SPRING COLLECTION Showings: Oct. 31, Nov. 1, 5, 6 at 12:00 Noon, followed by luncheon. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Oct. 31 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan's Spring dresses and ensembles. By invitation. Thereafter, Nov. 4, 6, 12 at 1:15 P.M. Contact: Miss Fritzi, IO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Oct. 31 2:30 P.M.	OPENING OF SPRING PETITE COLLECTION Showings: Oct. 31, Nov. 5, 6, 7, 12 at 2:30. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Nov. 1	REMBRANDT'S PRESS SHOWING AT 11:00 A.M.(Opening, Oct. 29 at 2:30, See Pg.6)		
Friday Nov. 1 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview of Vera Maxwell's Spring dresses and costumes. By invitation. Thereafter at 12:00 Noon, Nov. 4, 5, 6, 7, 12, 13, 14. By reservation. Contact: Mr. Revell, IO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Monday Nov. 4 12:00 Noon	OPENING OF SPRING COLLECTION Showings: Nov. 4, 5, 6, 11, 12 at 12:00 Noon. By appointment. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Nov. 4	MAURICE RENTNER'S PRESS SHOWING AT 3:00.(Opening, Oct. 29 at 2:30, See Pg.6)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 4 2:00 P.M.	OPENING OF SPRING COAT COLLECTION Showings Nov. 4, 6, 12, 14 at 2:00 P.M. By appointment. Contact: Louis Mariani, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Monday Nov. 4 3:30 P.M.	OPENING: SPRING JUNIOR FASHIONS Preview of Spring junior collection, designed by Frank Adams. By invitation. Continuous thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Nov. 4	OPENING OF SPRING COAT COLLECTION Continuous showings. Contact: Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Beginning Monday Nov. 4	CALIFORNIA SPRING COLLECTION Spring collection of afternoon and country club dresses and ensembles. Contact: Dick Steiner, MA. 7-5461 (L.A.); after Nov. 4, CI. 7-2200.	WAYNE FULLER (122 E. 7TH ST., L.A.)	HOTEL GOTHAM
Nov. 5	ELECTION DAY (Tuesday).		
Tuesday Nov. 5 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Showings at 10:00, Nov. 5, 7, 11, 13. Contact: Mr. Rene Taxier, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Nov. 5 10:00 A.M.	OPENING OF SPRING COLLECTION Showings: Nov. 5, 6, 7, 12, 13, 14 at 10:00 A.M. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Nov. 5 10:30 A.M.	OPENING OF SPRING COLLECTION Also, Nov. 7, 12, 14 at 10:30. By reservation. Contact: Sally Wolfe, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Nov. 5 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new coat collection, showing at 12:00 Noon, Nov. 5, 6, 7, 12, 13, 14, followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday Nov. 5 12:00 Noon	OPENING OF SPRING & CRUISE COLLECTION Two half-hour showings daily at 12:00 Noon and 3:00 P.M.--Nov. 5, 6, 7, 12, 13, and 14. By appointment. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Nov. 5 1:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION Spring dresses, designed by Stanley Herman. By invitation. Continuous thereafter. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Nov. 5 1:15 P.M.	OPENING OF SPRING COLLECTION Showings: Nov. 5, 7 at 1:15 P.M. Other dates by appointment. Contact: Larry Farragut or Vivian Burnett, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 5 4:00 P.M.	PRESS PREVIEW: SPRING-SUMMER RAINWEAR Lawrence of London's couture rainwear collection for Spring-Summer. By invitation. Thereafter, by reservation, Nov. 6, 7, 11, 13, 14 at 4:00 PM. Contact: Norman Lawrence, CH. 4-3815. Publ.: Mathews-Latham, MU. 5-7907.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Nov. 5 4:00 P.M.	OPENING OF SPRING COLLECTION Also, Nov. 12 at 4:00. By reservation. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Nov. 5 8:00 P.M.- 10:00 P.M.	SEMI-ANNUAL SEMINAR FOR MEMBER STORES Spring preview for member stores. By invitation. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714.	MERCHANDISING MOTIVATION INC. (39 W. 55TH STREET)	HOTEL GOTHAM BALLROOM - 3RD FLOOR
Tuesday Nov. 5- Nov. 6 8:30 P.M.	SKI FASHION SHOW AND SKI MOVIE Active ski and apres ski fashions, available at Saks Fifth Avenue, from the November issue of "Mademoiselle" will be shown during intermission of a ski movie produced by John Jay. Benefit performances for Spence-Chapin Adoption Service Building and Development Fund. Tickets: \$5.00. Contact: Miss Cordon, Spence-Chapin, 6 E. 94th Street, EN. 9-0300.	MADMOISELLE; SAKS FIFTH AVENUE	HUNTER COLLEGE ASSEMBLY HALL
Tuesday Nov. 5- Nov. 12	EIGHTIETH ANNUAL NATIONAL HORSE SHOW Public Relations: Bill Bryan, TN. 7-2576.	NAT'L HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET
Beginning Tuesday Nov. 5	SPRING AND HOLIDAY JUNIOR COLLECTION Public Relations: Bill Bryan, TN. 7-2576.	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Nov. 5	SPRING AND HOLIDAY JUNIOR COLLECTION Continuous showings of daytime and late-day junior fashions, designed by Frances Prisco. Contact: LO. 4-9310.	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Nov. 5	PREMIERE SHOWING OF SLEEPWEAR Informal daily showings of Spring sleepwear, designed by Greta Plattrry for Leisurely. Contact: Harvey Brandt, LO. 3-6321.	GRETA PLATTRY FOR LEISURELY	350 FIFTH AVENUE SHOWROOM - 1233
Wednesday Nov. 6 10:00 A.M.	SPRING COATS, SUITS AND COSTUMES Jack Sarnoff's Spring collection, designed by Molly. Also, Nov. 11 and 14 at 10:00 A.M. By reservation. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Wednesday Nov. 6 12:00 Noon Luncheon	CRUISE AND SPRING COUTURE FASHIONS One showing only, by invitation. Thereafter informal showings, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Nov. 6- Nov. 7 12:00 Noon	PREVIEW: SPRING DRESSES AND BOUTIQUE By invitation. Informal showings thereafter. Contact: Mildred Orrick, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 6 1:00 P.M.	PREVIEW OF SPRING DRESSES AND COSTUMES Spring collection, designed by Ole Borden for Arthur Cole. By invitation. Continuous thereafter. Contact: John Brunelle, OX. 5-4760.	ARTHUR COLE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Nov. 6 2:30 P.M.	OPENING OF SPRING COLLECTION Also, Nov. 8, 12, 14 at 2:30. By invitation. Contact: Joanne Jaap or Muriel Morris, IO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Nov. 6 4:30 P.M.	PRESS PREVIEW: SPRING COLLECTION Preview for press, by invitation. Showings at 10:30, Nov, 8, 12, 14, 20. By reservation. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Wednesday Nov. 6 6:00 P.M.	PREVIEW: CALIFORNIA SPRING COLLECTION Preview of Bud Kilpatrick's Spring collection. By invitation. Thereafter showing in private suits, by appointment. Contact: Eph Feinberg, PL. 9-3000. Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK (2139 STONER AVE., L.A.)	HOTEL PLAZA CRYSTAL ROOM
Wednesday Nov. 6 8:00 P.M.	SPRING TRENDS CLINIC FOR MEMBER STORES By reservation only. Contact: Ruth Farrell, OX. 5-6210.	TOBE ASSOCIATES, INC. (11 WEST 42ND STREET)	HOTEL ASTOR BALLROOM
Thursday Nov. 7 2:30 P.M.	OPENING OF SPRING COLLECTION By invitation. Contact: Estelle Marr, IO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Nov. 8	MACY RELEASE DATE--Ski Fashions. (No Press Show)		
Wednesday Nov. 13 11:00 A.M.; 3:00 P.M.	OPENING OF SPRING COLLECTION For buyers, Nov. 13 at 11:00 and 3:00. <u>Press preview, Thurs., Nov. 14 at 11:00 A.M.</u> All shows by invitation. Contact: Faye Berk, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday Nov. 15 9:00 P.M. Dinner	FASHION SHOW DURING DINNER First in series of dinner fashion shows, presented by Adele Simpson and sponsored by Eastern Airlines. Shoes---Florentina. Gloves---Kislaw. Press by invitation. Public by reservation; contact: Mr. Matt, EL. 5-3000. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	ADELE SIMPSON	WALDORF-ASTORIA PEACOCK ALLEY
Tuesday Nov. 19 10:30 A.M. Coffee	PRESS PREVIEW OF CALIFORNIA FASHIONS "California Fashion Fiesta"---introduction of exclusive new designer fashions. (For Release, Wed., Nov. 20.) By invitation. Publicity: Margot Infantino, IO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Friday Nov. 22 9:00 A.M.; 12:00 Noon	AMERICAN READY-TO-WEAR BREAKFAST & LUNCHEON Showings at 9:00 A.M. and 12:00 Noon. (More details in a later issue.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
Tuesday Nov. 26 8:00 P.M. Supper	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE Sixteenth annual "Party of the Year" for benefit of Costume Institute. Reservations: \$100.00 each. Contact: TR. 9-5500, Ext. 381.	COSTUME INSTITUTE- MET. MUSEUM OF ART	METROPOLITAN MUSEUM SCULPTURE HALL

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